COGNITIVE BIAS

Pengertian Bias Kognitif (KBBI)

Kognitif: berhubungan dengan atau melibatkan kognisi

Kognisi: kegiatan atau proses memperoleh pengetahuan (termasuk kesadaran, perasaan, dan sebagainya) atau usaha mengenali sesuatu melalui pengalaman sendiri

Bias : kecenderungan untuk mendukung atau menentang sesuatu hal, orang, atau kelompok daripada yang lain dengan cara yang kurang adil

Bias kognitif_Wikipedia

Bias kognitif atau **prasikap kognitif** adalah kondisi yang terjadi ketika alam bawah sadar salah dalam berpikir sehingga akan menimbulkan kesalahan dalam berpikir, memproses, dan menafsirkan informasi. Hal ini juga dapat mempengaruhi rasionalitas dan keakuratan dalam menentukan keputusan dan penilaian.

Bias merupakan proses yang tidak disadari dan secara otomatis dirancang untuk membuat pengambilan keputusan yang lebih cepat dan efisien, bias kognitif dapat disebabkan oleh beberapa faktor, seperti faktor heuristik (jalan pintas mental), tekanan sosial dan emosi.

What Is Cognitive Bias?

Cherry (2020)

A cognitive bias is a **systematic error in thinking** that occurs when people are processing and interpreting information in the world around them and affects the decisions and judgments that they make.

Cognitive biases are often a **result of your brain's attempt to simplify information processing.**

Cognitive Bias vs. Logical Fallacy

A **logical fallacy** stems from an error in a logical argument, while a **cognitive bias** is rooted in thought processing errors often arising from problems with memory, attention, attribution, and other mental mistakes.

SIGNS

Some signs that you might be influenced by some type of cognitive bias include:

- Only paying attention to news stories that confirm your opinions
- Blaming outside factors when things don't go your way
- Attributing other people's success to luck, but taking personal credit for your own accomplishments
- Assuming that everyone else shares your opinions or beliefs
- Learning a little about a topic and then assuming you know all there is to know about it

TYPES

- **Actor-observer bias**: This is the tendency to attribute your own actions to external causes while attributing other people's behaviors to internal causes. For example, you attribute your high cholesterol level to genetics while you consider others to have a high level due to poor diet and lack of exercise.
- **Anchoring bias**: This is the tendency to rely too heavily on the very first piece of information you learn. For example, if you learn the average price for a car is a certain value, you will think any amount below that is a good deal, perhaps not searching for better deals. You can use this bias to set the expectations of others by putting the first information on the table for consideration.

- **Attentional bias**: This is the tendency to pay attention to some things while simultaneously ignoring others. For example, when making a decision on which car to buy, you may pay attention to the look and feel of the exterior and interior, but ignore the safety record and gas mileage.
- **Availability heuristic**: This is placing greater value on information that comes to your mind quickly. You give greater credence to this information and tend to overestimate the probability and likelihood of similar things happening in the future.
- **Confirmation bias**: This is favoring information that conforms to your existing beliefs and discounting evidence that does not conform.

- **False consensus effect**: This is the tendency to overestimate how much other people agree with you.
- **Functional fixedness**: This is the tendency to see objects as only working in a particular way. For example, if you don't have a hammer, you never consider that a big wrench can also be used to drive a nail into the wall. You may think you don't need thumbtacks because you have no corkboard on which to tack things, but not consider their other uses. This could extend to people's functions, such as not realizing a personal assistant has skills to be in a leadership role.
- **Halo effect**: Your overall impression of a person influences how you feel and think about their character. This especially applies to physical attractiveness influencing how you rate their other qualities.

- **Misinformation effect**: This is the tendency for post-event information to interfere with the memory of the original event. It is easy to have your memory influenced by what you hear about the event from others. Knowledge of this effect has led to a mistrust of eyewitness information.
- **Optimism bias**: This bias leads you to believe that you are less likely to suffer from misfortune and more likely to attain success than your peers.
- **Self-serving bias**: This is the tendency to blame external forces when bad things happen and give yourself credit when good things happen. For example, when you win a poker hand it is due to your skill at reading the other players and knowing the odds, while when you lose it is due to getting dealt a poor hand.
- **The Dunning-Kruger effect**: This is when people who believe that they are smarter and more capable than they really are. For example, when they can't recognize their own incompetence.

CAUSES

Cognitive biases can be caused by a number of different things, but it is these mental shortcuts, known as heuristics, that often play a major contributing role. While they can often be surprisingly accurate, they can also lead to errors in thinking.

Other factors that can also contribute to these biases:

- Emotions
- Individual motivations
- Limits on the mind's ability to process information
- Social pressures

Impact of Cognitive Bias

Cognitive biases can lead to distorted thinking.

Conspiracy theory beliefs, for example, are often influenced by a variety of biases.

But cognitive biases are not necessarily all bad. Psychologists believe that many of these biases serve an adaptive purpose: They allow us to reach decisions quickly. This can be vital if we are facing a dangerous or threatening situation

Tips for Overcoming Cognitive Bias

- **Being aware of bias**: Consider how biases might influence your thinking. In one study, researchers provided feedback and information that help participants understand these biases and how they influence decisions. The results of the study indicated that this type of training could effectively reduce the effects of cognitive bias by 29%.
- **Considering the factors that influence your decisions**: *Are there factors such as overconfidence or self-interest at play?* Thinking about the influences on your decisions may help you make better choices.

ACCA

- **Challenging your biases**: If you notice that there are factors influencing your choices, focus on actively challenging your biases. *What are some factors you have missed? Are you giving too much weight to certain factors? Are you ignoring relevant information because it doesn't support your view?* Thinking about these things and challenging your biases can make you a more critical thinker.

- **Reducing cognitive bias** may also be beneficial in the treatment of some mental health conditions. **Cognitive bias modification therapy** (CBMT) is a treatment approach based on processes that are designed to reduce cognitive bias. This form of therapy has been used to help treat addictions, depression, and anxiety.